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## Patent Claims

1. Retaining component (1) for securing an item (2) from theft, wherein the retaining component (1) comprises a first retaining area (3) especially for fastening the retaining component (1) to a fastening component (4) and at least one second retaining area (5) in particular for fastening the retaining component (1) to the item (2), wherein the second retaining area (5) is designed such that it can be deformed more easily than the first retaining area (3), and wherein the retaining component (1) can be attached to the item (2) using a double-sided adhesive strip, characterized in that the double-sided adhesive tape is ductile and that the retaining component (1) consists of an elastically deformable material.
2. Retaining component (1) pursuant to claim 1, characterized in that an expansion of the double-sided adhesive tape leads to a roughly simultaneously occurring detachment of the same from the retaining component (1) and the item (2).
3. Retaining component (1) pursuant to claim 2, characterized in that the expansion and/or the detachment of the double-sided adhesive tape triggers an alarm.
4. Retaining component (1) pursuant to one of the above claims, characterized in that the double-sided adhesive tape is equipped with a non-adhesive handling area.
5. Retaining component (1) pursuant to one of the above claims, characterized in that the double-sided adhesive tape can be pulled off laterally, especially using a

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force that is applied on the adhesive tape and that acts upon it roughly in the plane of the adhesive tape..

6. Retaining component (1) pursuant to one of the above claims, characterized in that the double-sided adhesive tape involves a product from Tesa company, which is distributed under the term Power Strip.
7. Retaining component (1) pursuant to one of the above claims, characterized in that the first retaining area (3) and the second retaining area (5) consist of the same material, preferably an elastically deformable material.
8. Retaining component (1) pursuant to one of the above claims, characterized in that the first retaining area (3) and the second retaining area (5) are an integral part of the retaining component (1).
9. Retaining component (1) pursuant to one of the above claims, characterized in that the material thickness of the second retaining area (5) is less than the material thickness of the first retaining area (3).
10. Retaining component (1) pursuant to one of the above claims, characterized in that in the second retaining area (5) an adhesive layer is provided for attaching the retaining component (1) to the item (2).
11. Retaining component (1) pursuant to one of the above claims, characterized in that the attachment of the retaining component (1) to the fastening component (4) is detachable, wherein the retaining component (1) can be in particular snapped and/or clamped and/or hung into the fastening component (4).

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12. Retaining component (1) pursuant to one of the above claims, characterized in that the retaining component (1) comprises sensor elements for monitoring proper fastening of the retaining component (1) to the item (2).
13. Retaining component (1) pursuant to claim 12, characterized in that the sensor elements are designed as electric sensor elements, especially as ohmic/proximity switches, and/or as optical sensor elements.
14. Retaining component (1) pursuant to claim 12 or 13, characterized in that electric connecting devices (6) are provided for electrically connecting the sensor elements to an evaluation circuit (7).
15. Retaining component (1) pursuant to claim 12 or 13, characterized in that an evaluation circuit (7) is provided in the retaining component (1).
16. Retaining component (1) pursuant to one of the above claims, characterized in that mechanical connecting devices are provided for connecting the retaining component (1) to the fastening component (4).
17. Retaining component (1) pursuant to claim 16, characterized in that the connecting devices are designed as wires or cables.
18. Retaining component (1) pursuant to one of the claims 14, 16 or 17, characterized in that the connecting devices, which can preferably be rolled up, can be integrated in the fastening component (4).
19. Fastening component (4) for a retaining component (1) pursuant to claim 18, characterized in that the fastening component (4) comprises a winding device for the connecting devices.

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20. Fastening component (4) for a retaining component (1) pursuant to one of the claims 14 or 16 through 18, characterized in that the evaluation circuit (7) is arranged in the fastening component (4).

21. Fastening component (4) pursuant to one of the claims 19 or 20, characterized in that the electric connecting devices (6) can be contacted via ball contacts in the winding device.

22. Alarm system comprising a retaining component (1) pursuant to one of the claims 1 through 18 and a fastening component (4) for fastening the retaining component (1).